



2020 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS

WEST MICHIGAN

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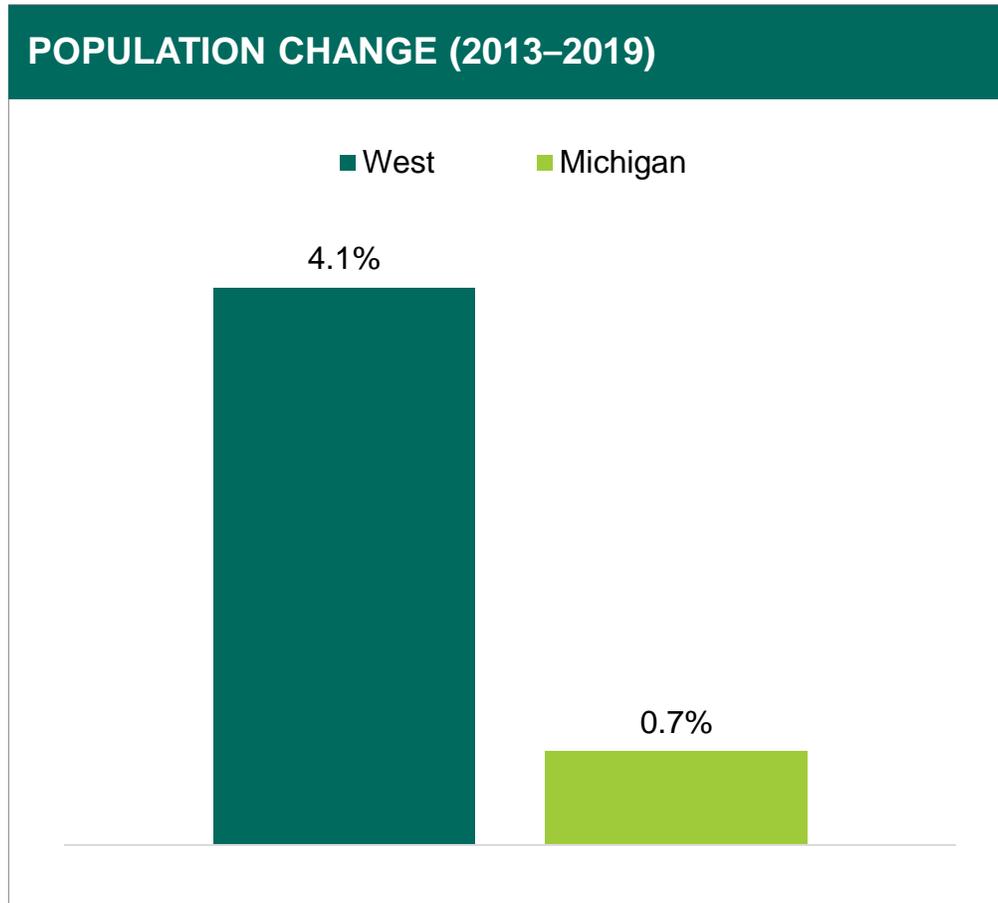


POPULATION TRENDS

AND CHARACTERISTICS

FIGURES 1–4

The regional population increased 4.1 percent during the 2013–2019 period.

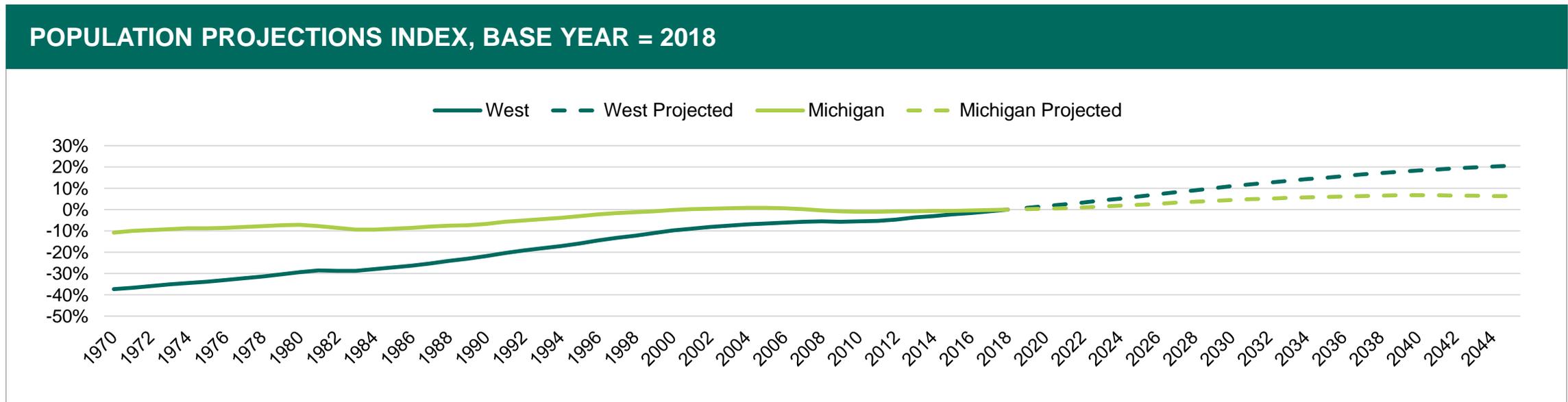


- Recent population estimates from the U.S. Census Bureau show the population in West Michigan increasing by almost 64,300, from 1,549,700 in 2013 to 1,613,900 in 2019. The area gained about 17,300 residents in just the past two years (2017–2019). **(Figure 1)**
- The state population steadily rose since 2013 to add almost 73,800 by 2019. Nationwide, the population rose by close to 4 percent (or about 12.2 million) over this period. **(Figure 1)**

Source: U.S. Census Bureau, Annual Population Estimates

West Michigan population has grown rapidly since 1970 and is projected to continue to expand.

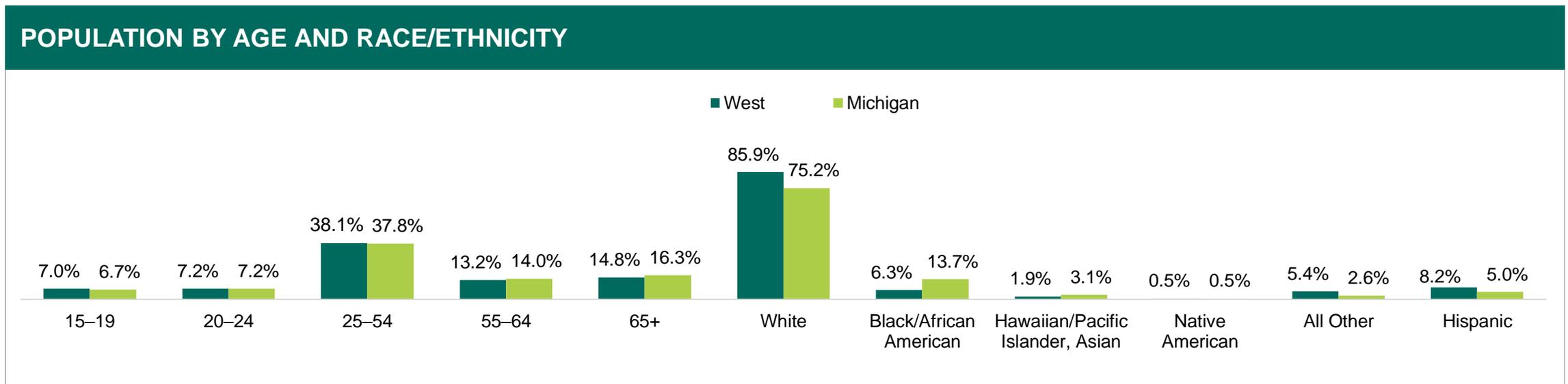
- In West Michigan, the population has rapidly grown from 1,006,600 in 1970 to 1,608,400 in 2018. By 2045, the population in the region is projected to expand to 1,939,600. **(Figure 34)**



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Population Projections

The residents of West Michigan are slightly younger than that of the state.

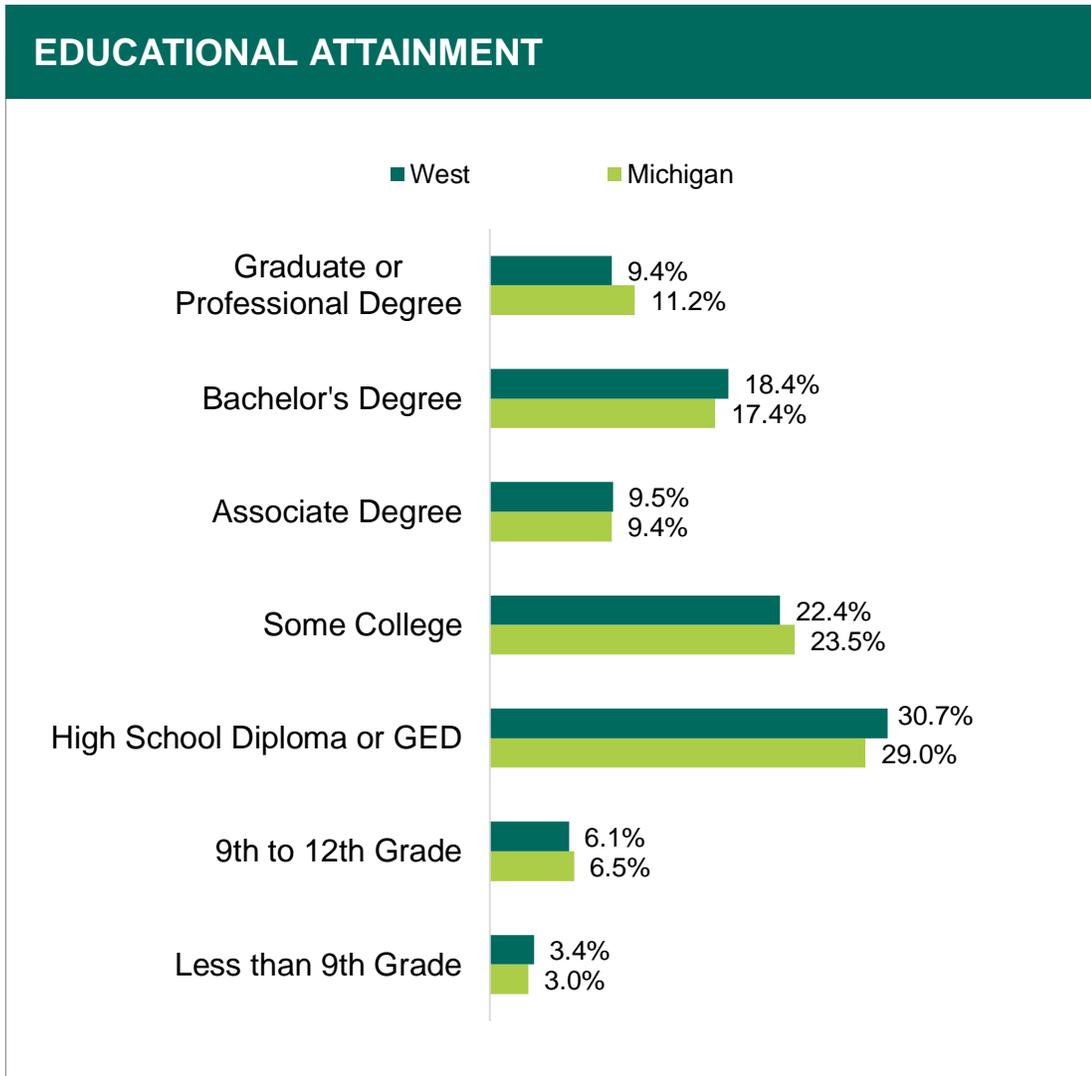
- The West Michigan population tends to be younger than the Michigan average and has a larger share of white persons. In fact, the share of white residents in the region is just over 10 percentage points higher than that of the state. **(Figure 2)**
- While there are fewer persons who identify as black or African American, there is a larger share of those of Hispanic ethnicity. **(Figure 2)**



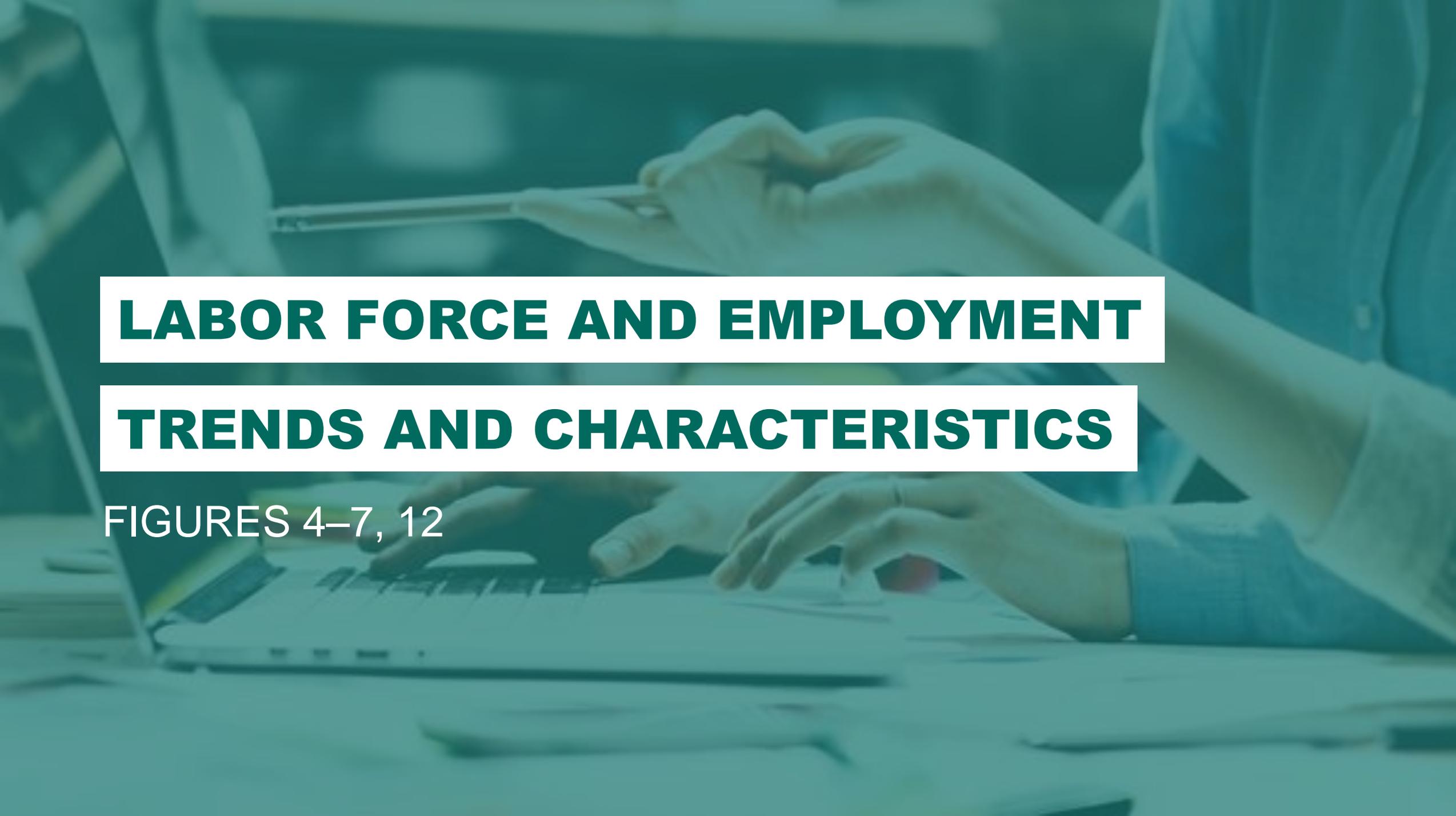
Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

Educational attainment of West Michigan residents relatively similar to that of the state.

- Educational attainment for a region is based on the various educational levels for the population age 25 years or older. In West Michigan, 30.7 percent had a high school diploma or GED. **(Figure 3)**
- In West Michigan, 18.4 percent of persons ages 25 or higher had a bachelor's degree, 1.0 percentage point greater than that of the state. Only 9.4 percent had a graduate or professional degree, which trailed the state share. **(Figure 3)**



Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

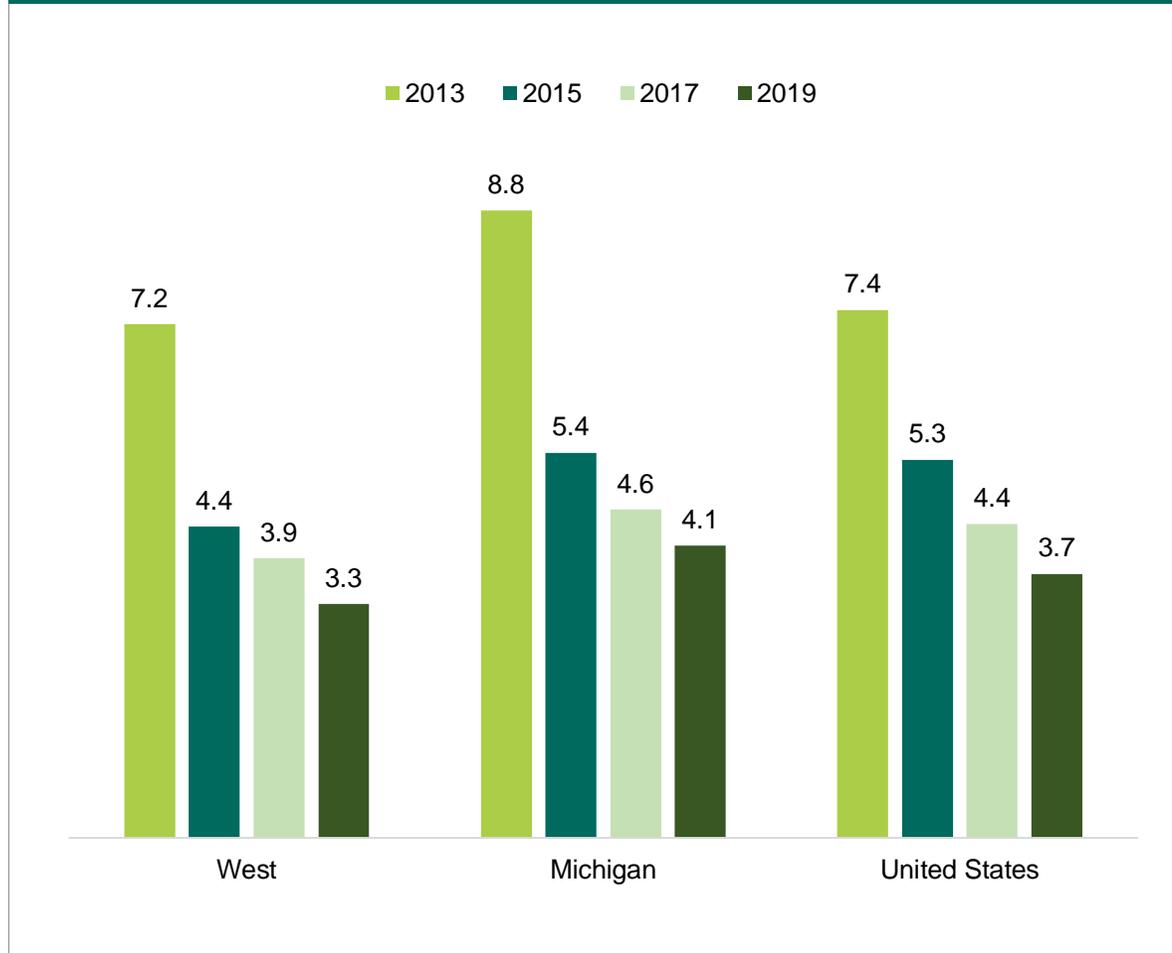


LABOR FORCE AND EMPLOYMENT

TRENDS AND CHARACTERISTICS

FIGURES 4–7, 12

UNEMPLOYMENT RATES

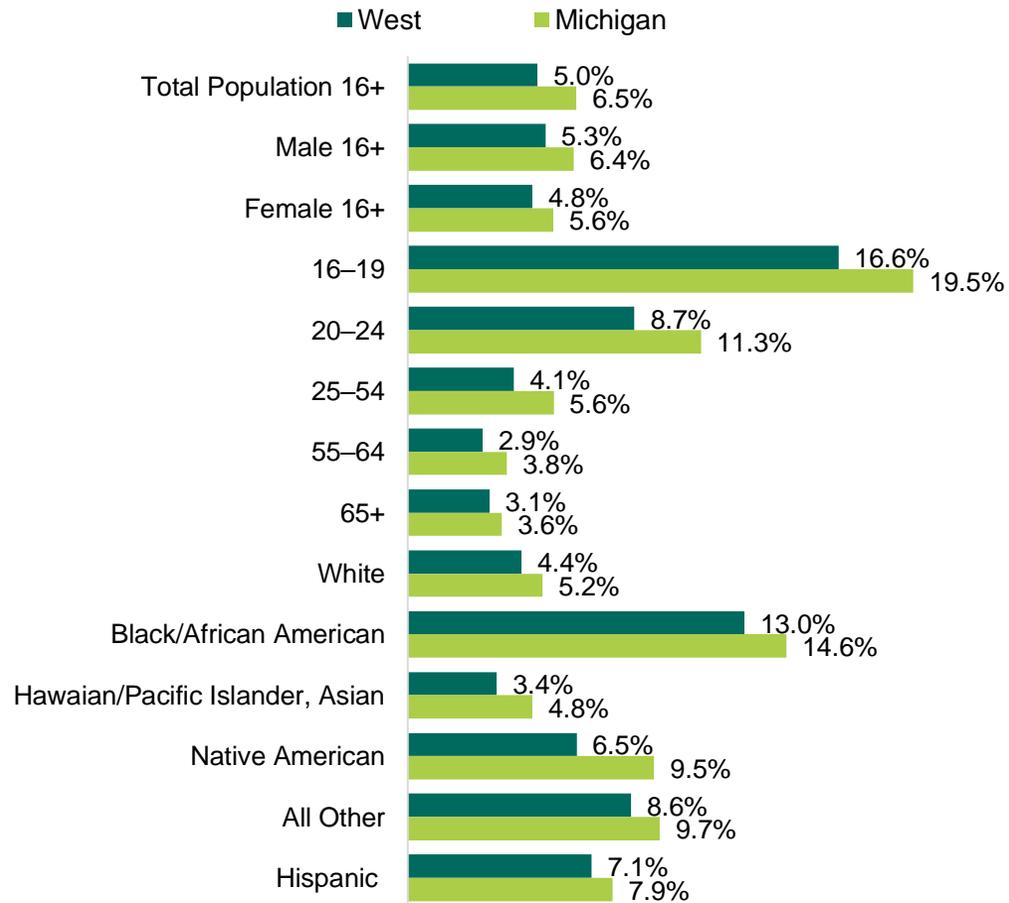


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

Unemployment rates in West Michigan remain below the state and national rates.

- Unemployment rates for West Michigan followed state and national trends, dropping significantly (more than half) between 2013 and 2019. **(Figure 6)**
- In the 2013–2019 period, unemployment in the West Michigan region fell from 55,600 to 27,300, a decrease of 50.9 percent. This was close to the statewide decrease of 51.7 percent. **(Figure 12)**

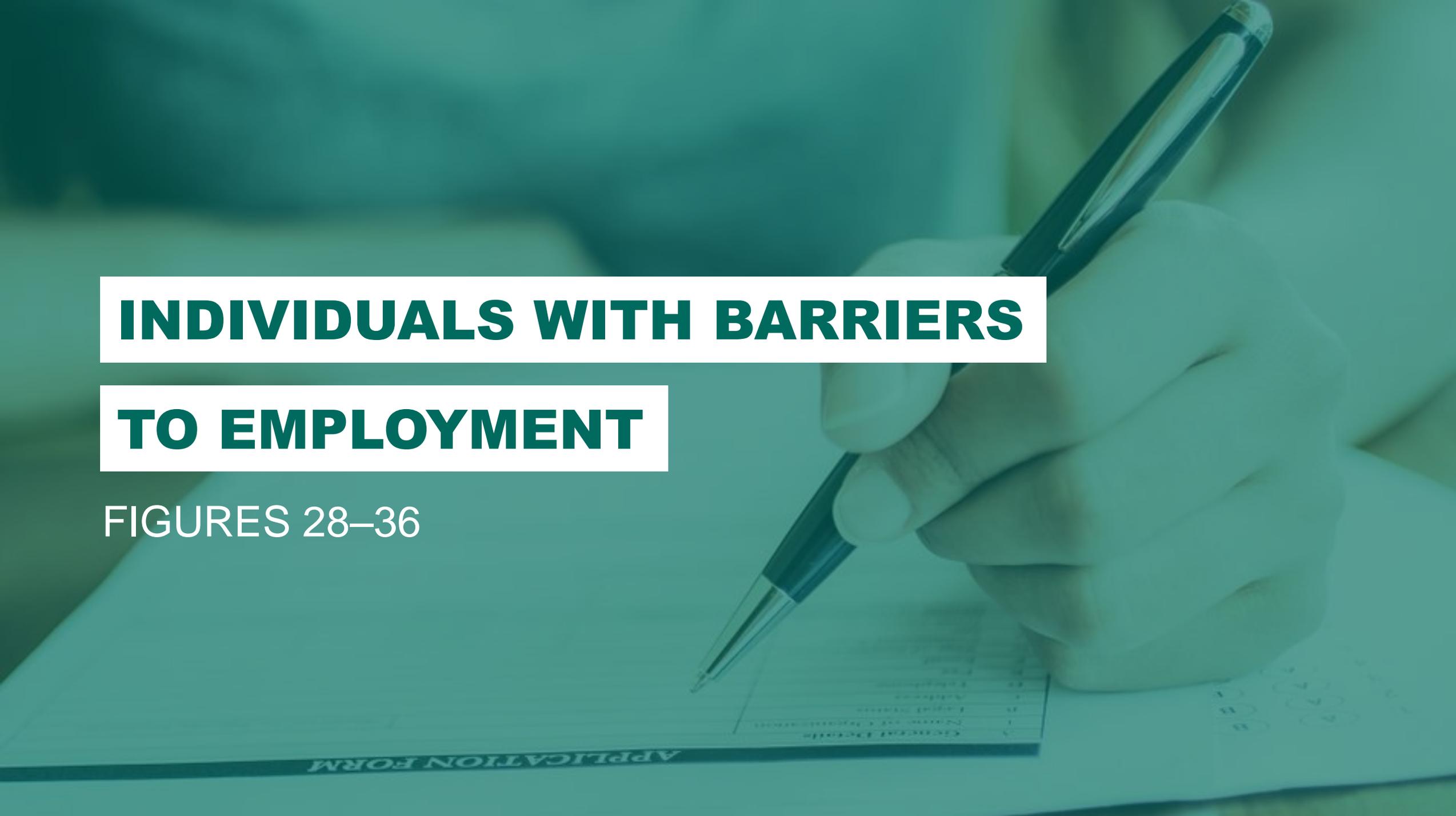
UNEMPLOYMENT RATES GENDER, AGE, AND RACE/ETHNICITY



Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

Regional jobless rates are lower across all demographic groups compared to the state.

- The unemployment rate for the West Michigan region was 1.5 percentage points less than that of the state. Males had a jobless rate half of a percentage point higher than females in the region. **(Figure 7)**
- Persons who identified as black or African American had the highest jobless rate of any racial group in the region. This rate was 1.6 percentage points less than the rate statewide. **(Figure 7)**

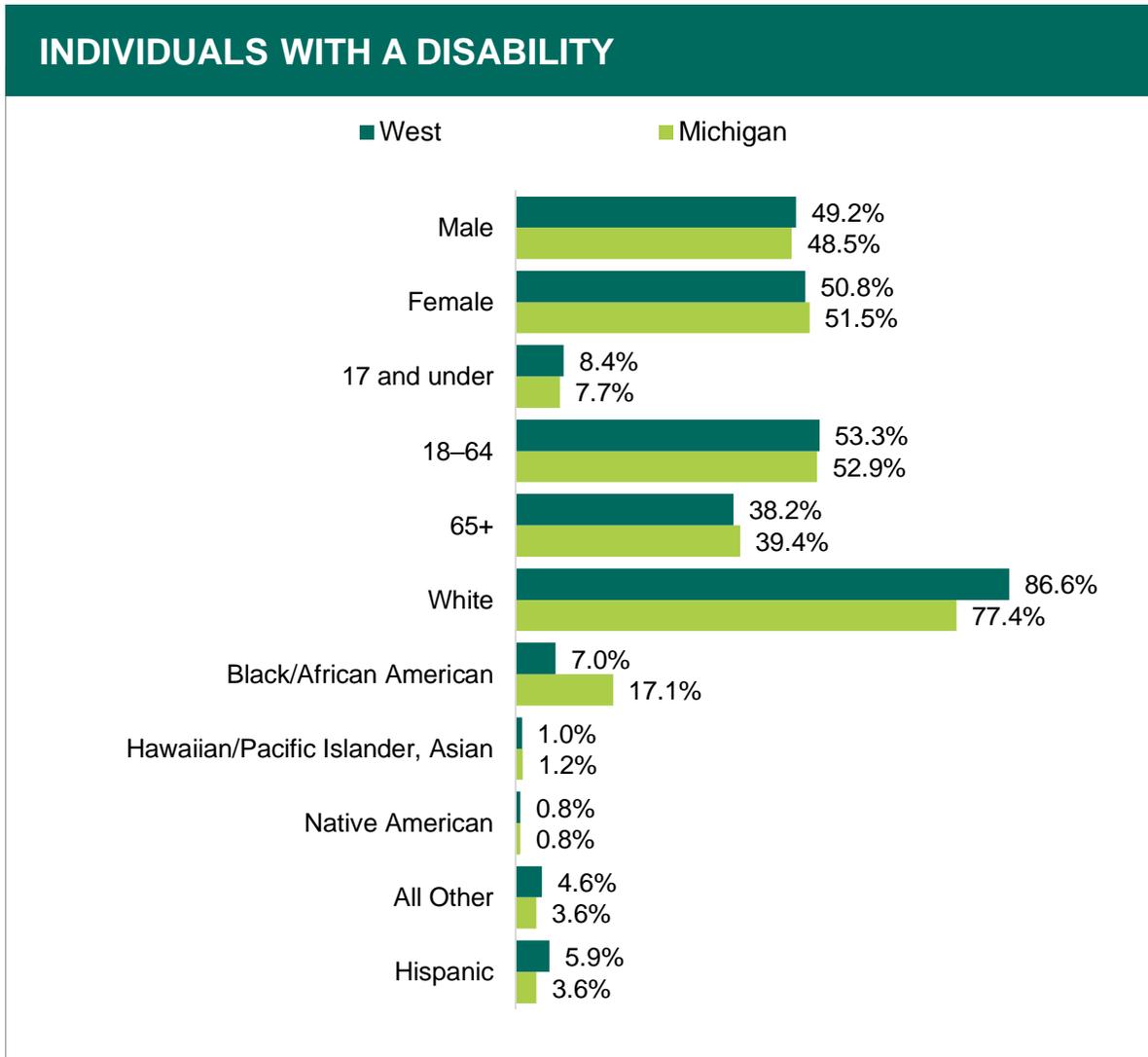
A hand holding a pen over an application form, with a teal overlay. The form is titled 'APPLICATION FORM' and has several fields labeled 'General Details', 'Name of Applicant', 'Legal Name', 'Address', 'Telephone', and 'Fax'.

INDIVIDUALS WITH BARRIERS

TO EMPLOYMENT

FIGURES 28–36

West Michigan's share of persons with a disability was higher for those who are white.

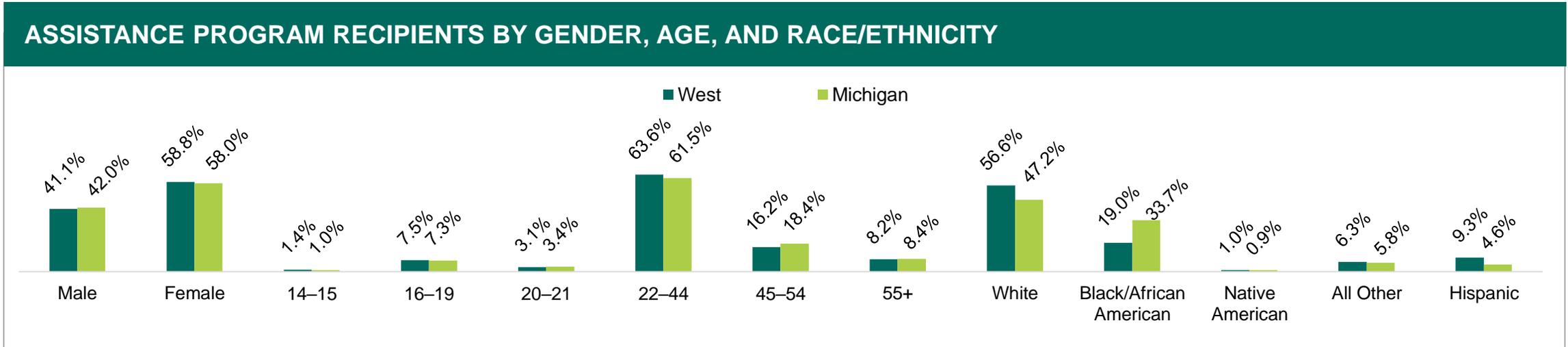


- Disability is one of the several factors that can lead to poverty and other forms of economic distress. Disability increases with age. According to the U.S. Census Bureau, about 198,000 people in West Michigan reported a disability during the 2014–2018 period. Over half of them were females in both the state and the region. About 38 percent were age 65 and older. Those of Hispanic ethnicity had a higher share (5.9 percent) in West Michigan than in the state (3.6 percent). **(Figure 28)**

Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

Regional assistance program recipients are concentrated in the white and working age demographics.

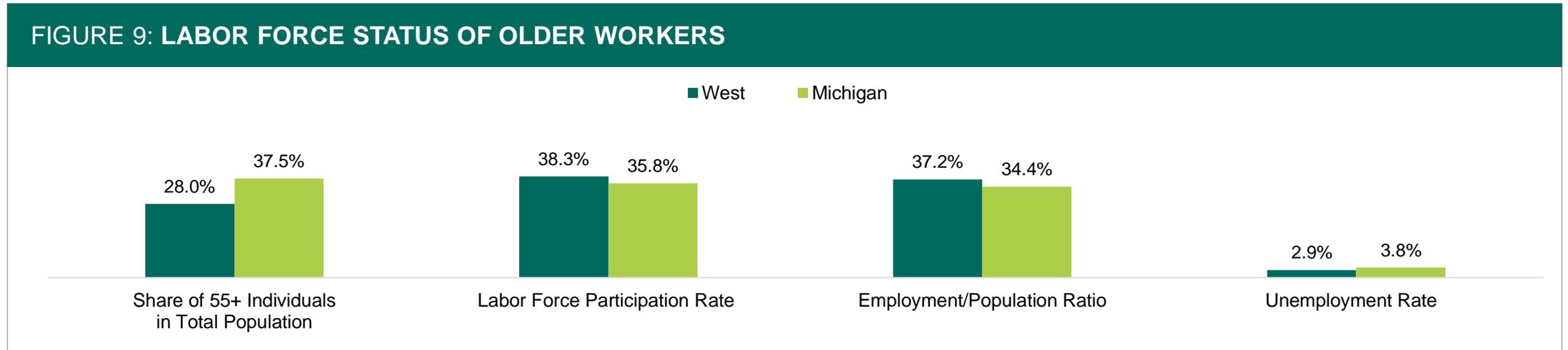
- As of June 2019, the Michigan Department of Health and Human Services counted roughly 31,700 assistance program recipients in the region. **(Figure 30)**
- In both the region and state, there were more female than male recipients. West Michigan had a higher share of white persons and those of Hispanic ethnicity in comparison to the state. The region had a significantly lower share of black/African American recipients than that of the state. **(Figure 30)**



Source: Michigan Department of Health and Human Services

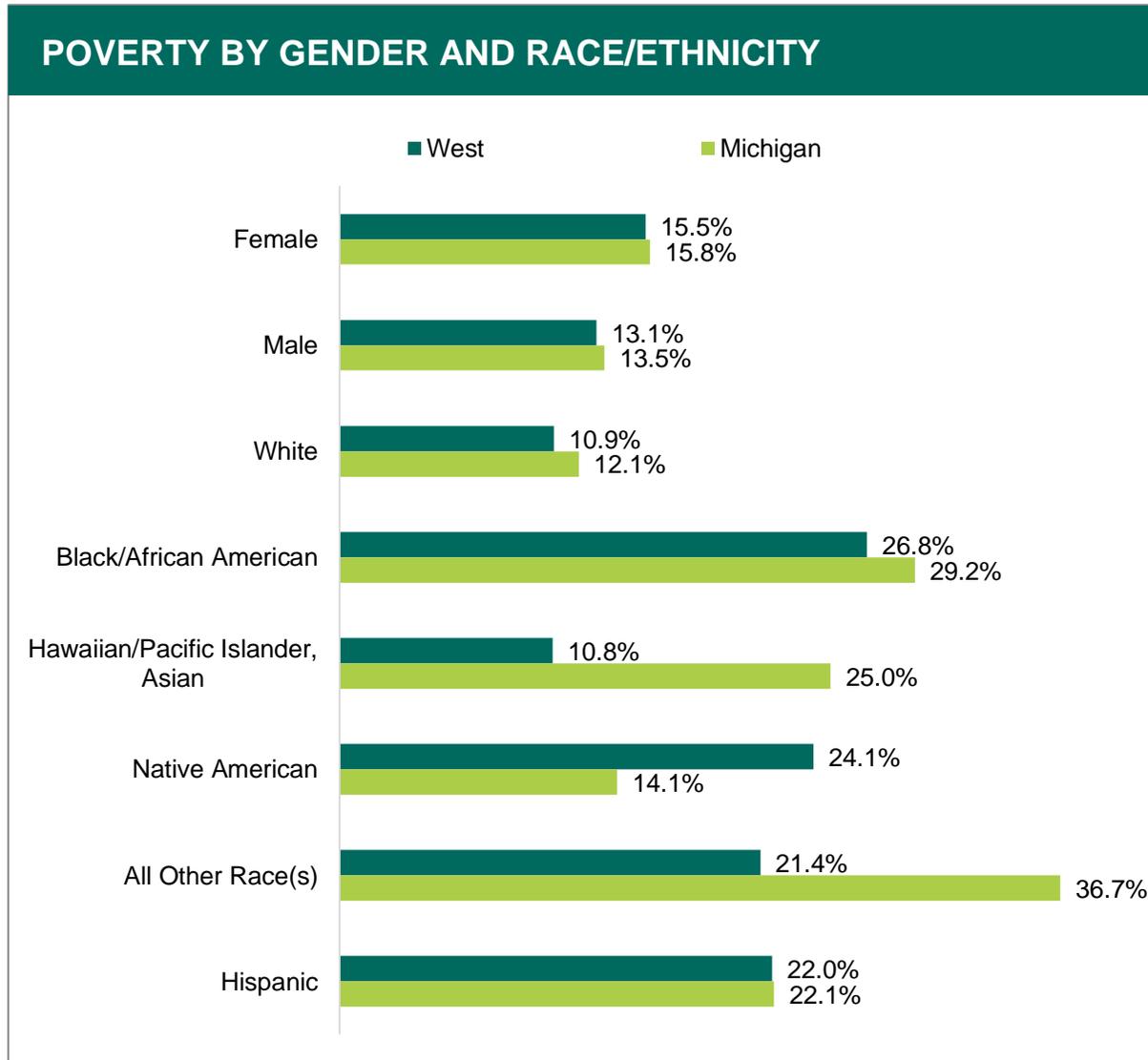
Older workers continue to stay longer in the labor market in Michigan and West Michigan.

- West Michigan has a much lower share of those 55 and older (28 percent) in its total population than the state (37.5 percent). However, these older workers have a slightly higher labor force participation rate than Michigan's rate. **(Figure 35)**
- Just over 37 percent of older workers have jobs, compared to 34.4 percent statewide. The jobless rate of older workers in West Michigan is nearly a full percentage point lower than the state rate, at 2.9 percent. **(Figure 35)**



Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

The poverty rate in West Michigan is slightly below the statewide rate.



- Based on the 2014–2018 five-year estimates from the U. S. Census Bureau, 14.3 percent of West Michigan residents (226,800 persons) lived under the poverty line. **(Figure 36)**
- Persons identifying themselves as black or African American had the highest poverty rate in the region but were slightly below the state rate. Native Americans had a poverty rate which was 10 percentage points greater than Michigan’s rate. **(Figure 36)**

Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

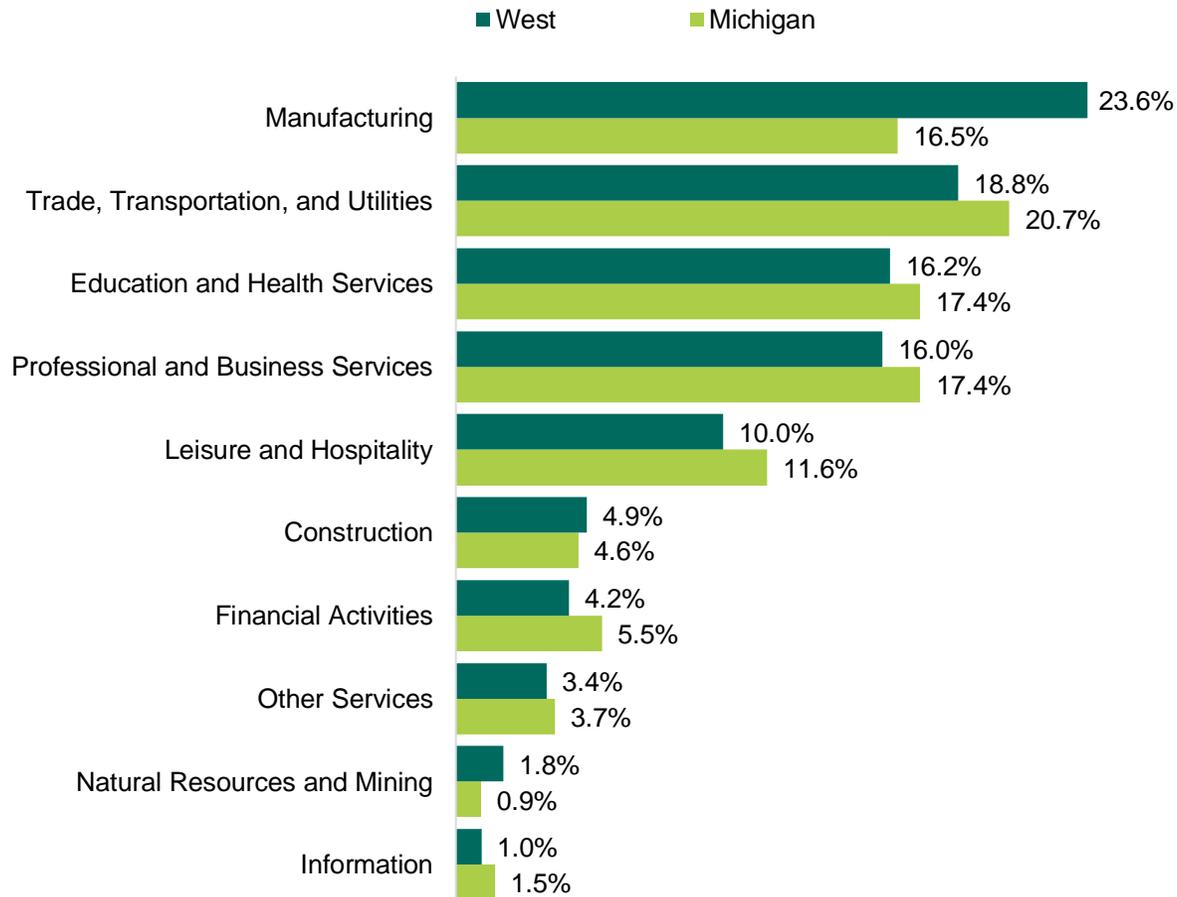
A close-up photograph of a person's hands working on a black cable. One hand holds the cable while the other uses a soldering iron to work on a metal connector. The background is a light-colored, textured surface, possibly a workbench or a bag. The entire image has a teal color overlay.

IN-DEMAND INDUSTRY SECTORS

AND OCCUPATIONS

FIGURES 8–11, 17–26

DISTRIBUTION OF INDUSTRY JOBS, SECOND QUARTER 2019

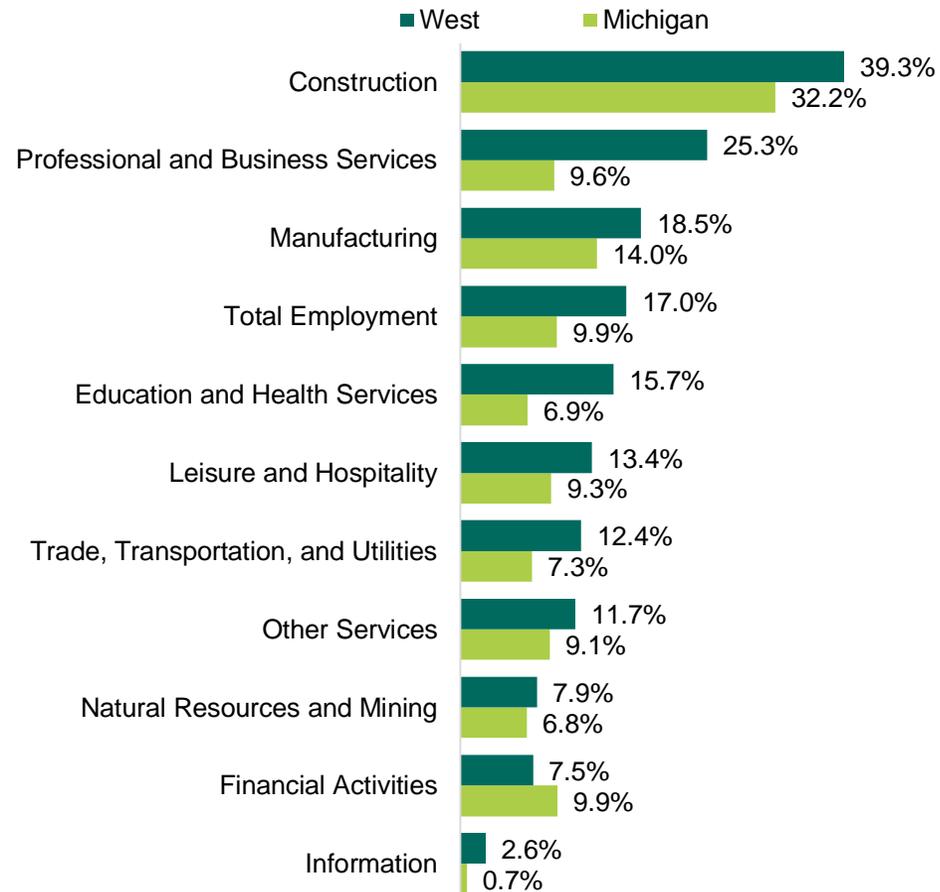


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

Nearly three-quarters of the region's employment is concentrated in four top industries.

- In the 2nd quarter of 2019, *Manufacturing* was the region's largest private industry. The industry employed nearly one in four workers. This share was just over 7 percentage points greater than that of the state. **(Figure 8)**
- *Trade, transportation, and utilities, Education and health services, and Professional and business services* were the next largest industries employing 16 percent or more of workers each. **(Figure 8)**

PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2013–2019



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

All West Michigan industries recorded job growth from 2013 to 2019.

- Total private sector employment increased in West Michigan by 17 percent (+98,200) in the 2013–2019 period. This was 7.1 percentage points greater than the state. **(Figure 8)**
- *Construction* recorded the largest job expansion, followed by *Professional and business services*, *Manufacturing*, and *Education and health services*. Only *Financial activities* logged less job growth in the region than in the state. **(Figure 8)**

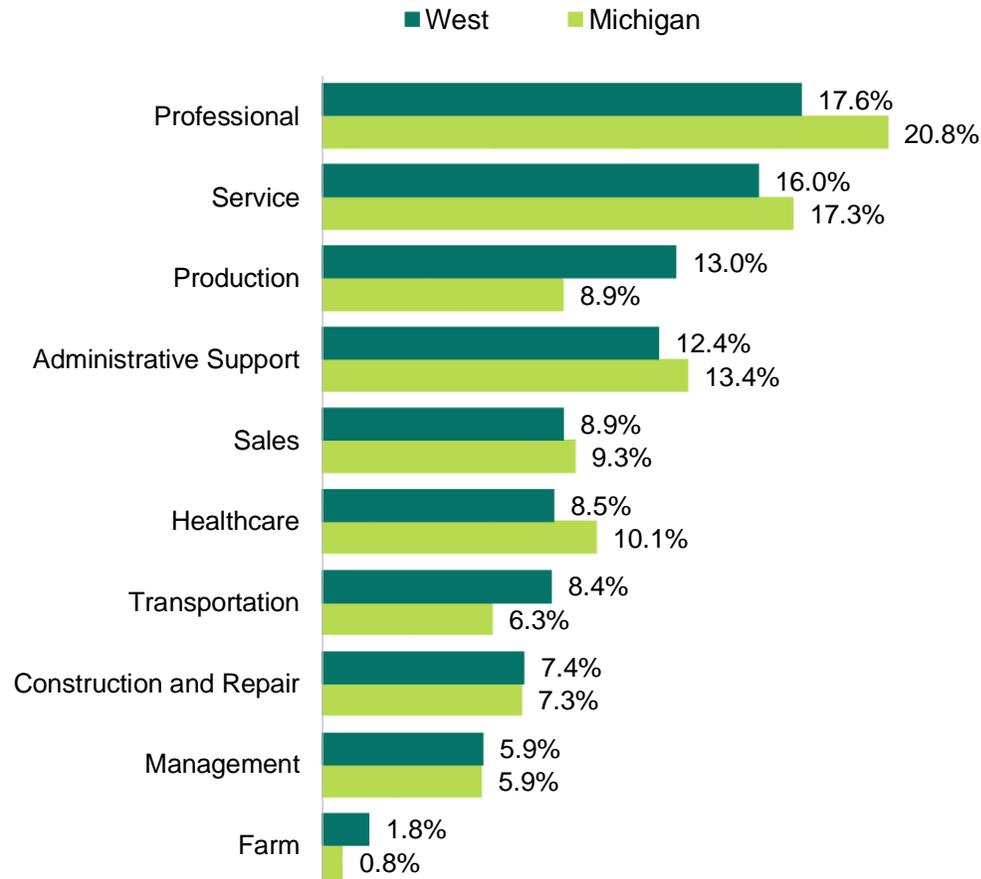
Second quarter 2019 brought 17,300 online job postings to the region.

ONLINE ADVERTISED JOB POSTINGS, WEST MICHIGAN	
JOB TITLE	NUMBER
Retail Salespersons	593
Registered Nurses	579
Customer Service Representatives	540
First-Line Supervisors of Retail Sales Workers	472
Sales Rep., Whlsl & Manu., Exc. Tech. & Sci. Prod.	404
Heavy and Tractor-Trailer Truck Drivers	373
Laborers & Freight, Stock, & Material Movers, Hand	318
Managers, All Other	277
Software Developers, Applications	276
Production Workers, All Other	241

- In the second quarter of 2019, there were 17,300 online advertised job postings in West Michigan, according to the Conference Board's Help Wanted OnLine® Database. **(Figure 18)**
- Most of the top job advertisements posted online for the region required lower levels of education due to the increased turnover in these jobs. Such occupations included *Retail salespersons, Customer service representatives, and Heavy and tractor-trailer truck drivers.*

Source: The Conference Board, Help Wanted OnLine® Database

PROJECTED 2026 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS

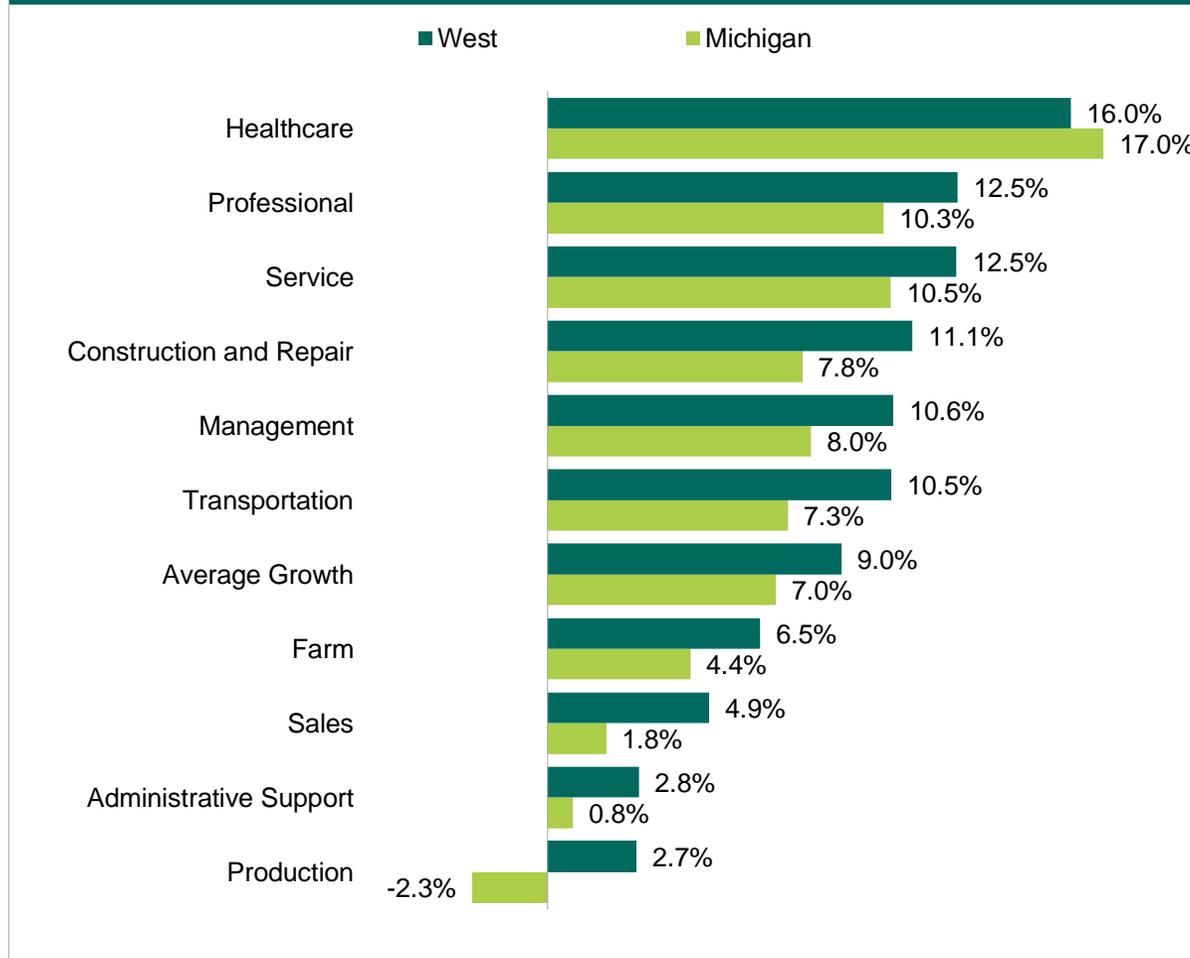


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Nearly 60 percent of jobs in West Michigan are projected to be contained to four job groups by 2026.

- The overall occupational employment in West Michigan is projected to grow by 9 percent (+69,600) between 2016 and 2026. Michigan is projected to see a 7 percent increase in jobs during the same period. **(Figure 19)**
- At 17.6 percent, *Professional* occupations will be the largest occupational category in terms of projected total jobs in 2026. *Production* occupations are projected to have a share of jobs in the region just over 4 percentage points greater than that of the state.

PROJECTED PERCENT GROWTH BY BROAD OCCUPATIONAL GROUPS (2016–2026)

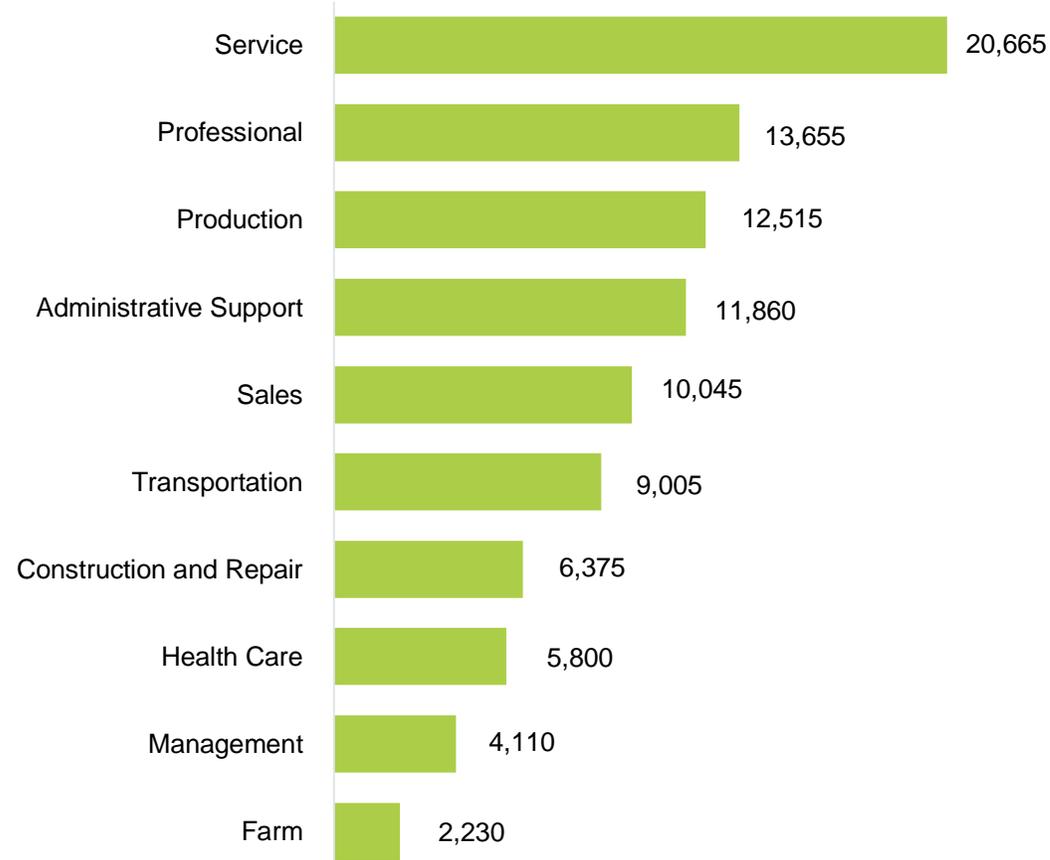


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

West Michigan is expected to outpace the state in occupational growth.

- Employment in most occupational groups in West Michigan are projected to grow above the statewide average through 2026. Though *Healthcare* is projected to expand below the statewide rate, it has the greatest projected growth rate among all other broad groups in the region. **(Figure 19)**
- *Production* is the only occupational group projected to contract. However, these jobs are expected to expand by 2.7 percent in West Michigan. **(Figure 19)**

PROJECTED ANNUAL OPENINGS BY BROAD OCCUPATIONAL GROUPS (2016–2026)

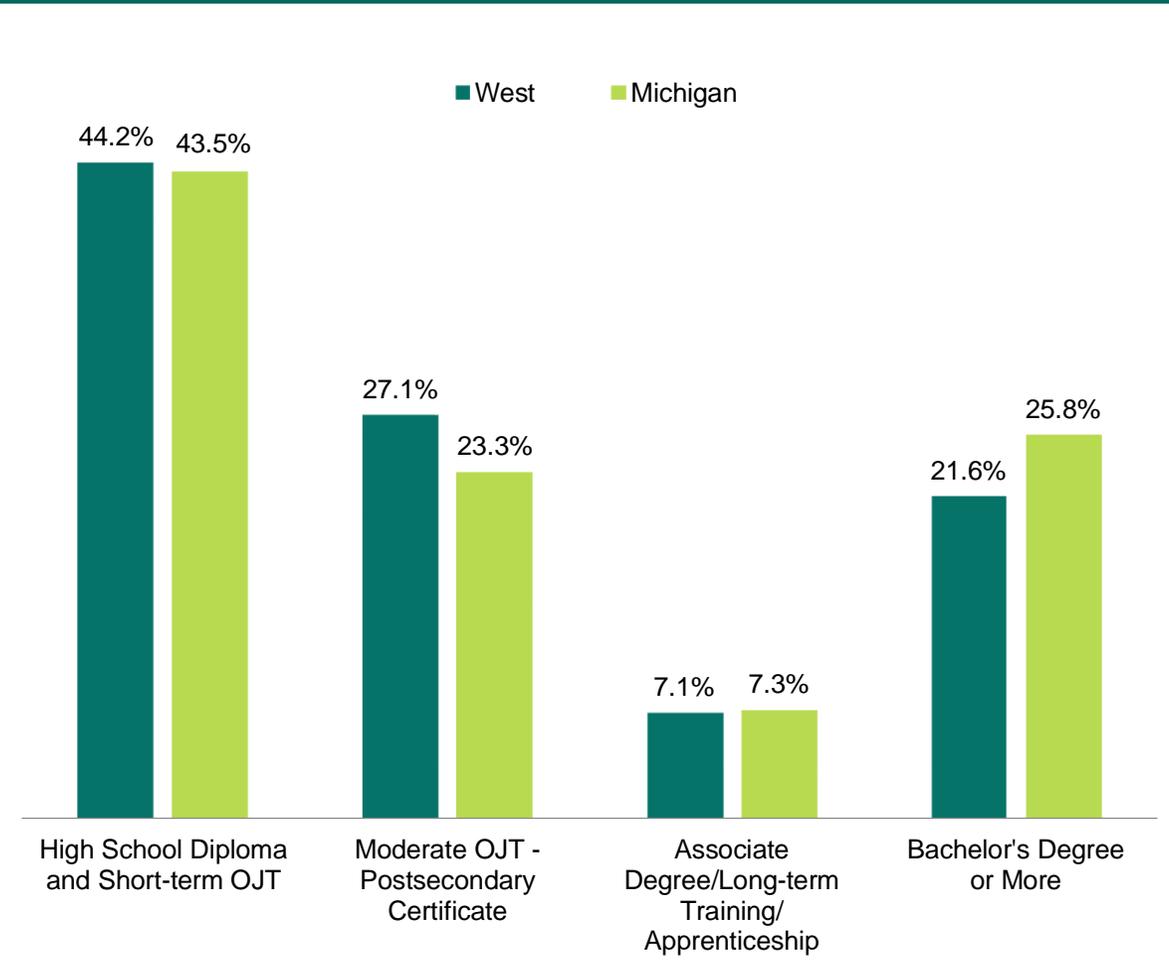


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Occupations with a large employment base will continue to create more openings out of a need to replace workers.

- Because of a need to replace workers who are retiring or otherwise leaving an occupation in the area, the largest groups are projected to see the most annual openings through 2026.
- *Service* occupations, the largest occupational group in the region, is expected to see the highest number of annual openings. *Professional* and *Production* jobs is projected to have the next highest amount of openings with 13,700 and 12,500, respectively. **(Figure 20)**

PROJECTED 2026 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)

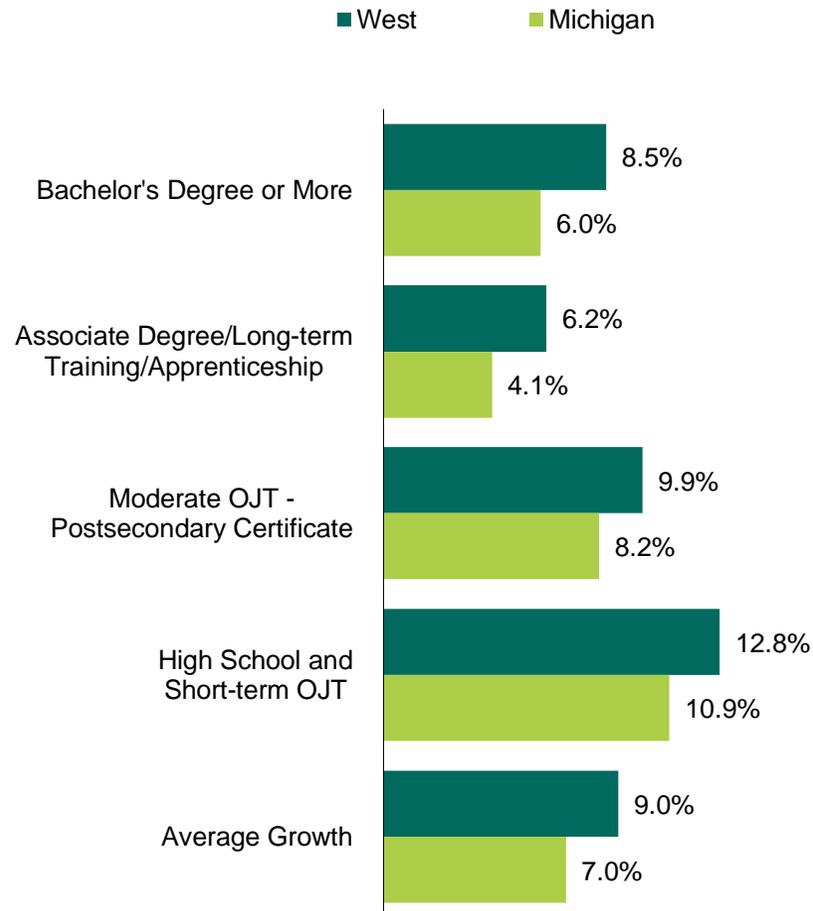


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

In 2026, West Michigan jobs will require similar education and training compared to Michigan overall.

- By 2026, 44.2 percent of jobs will require a high school diploma and minimal training. This was on par with the Michigan share. Occupations requiring moderate on-the-job training and a postsecondary certificate are expected to have a share nearly 4 percentage points greater than the statewide share.
- Occupations requiring a bachelor's degree or more are expected to only claim 21.6 percent of jobs by 2026. This is just over 4 percentage points less than Michigan's share.

PROJECTED 2026 OCCUPATIONAL GROWTH BY EDUCATION

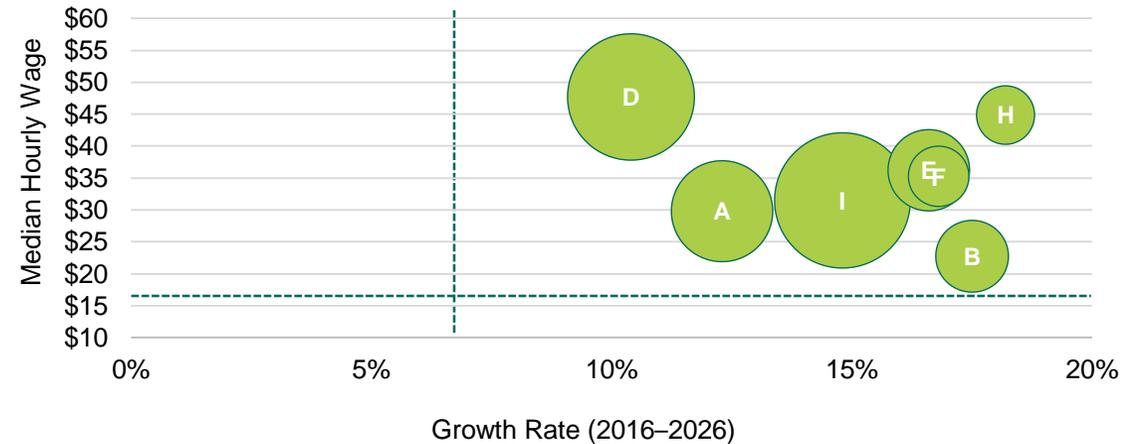


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Growth in all education categories are projected to outpace state growth in West Michigan.

- Occupations requiring a bachelor's degree or higher are projected to grow 8.5 percent from 2016 to 2026. This expected growth is 2.5 percentage points greater than statewide projected growth. High school and short-term on-the-job training is projected to grow 12.8 percent during the period.

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST A BACHELOR'S DEGREE



Dotted lines mark the average projected growth rate (7 percent) and the median hourly wage for the region (\$17.12).

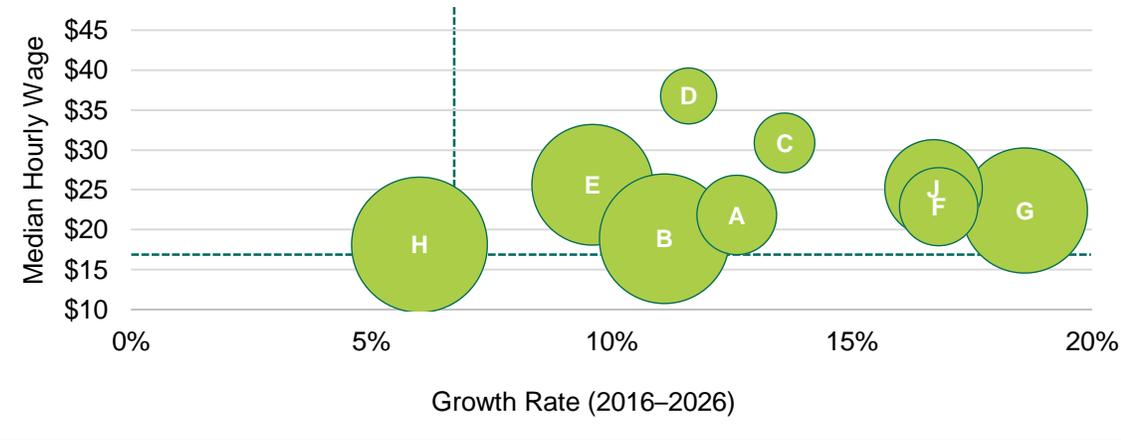
A	Accountants and Auditors	F	Management Analysts
B	Child, Family, and School Social Workers	G	Market Research Analysts and Marketing Specialists
C	Financial Managers	H	Medical and Health Services Managers
D	General and Operations Managers	I	Registered Nurses
E	Industrial Engineers	J	Software Developers, Applications

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Many jobs requiring a bachelor's degree or higher are among the region's high-demand, high-wage occupations.

- High-demand, high-wage occupations are jobs that demonstrate a favorable mix of long-term job growth, annual openings from both growth and replacement, and median wages.
- Levels of pay are directly correlated with the level of formal education and/or the length of job training or apprenticeship, driving a trend of higher-training occupations appearing on the list of high-demand, high-wage occupations. **(Figure 23)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST AN ASSOCIATE DEGREE OR LONG-TERM TRAINING



Dotted lines mark the average projected growth rate (7 percent) and the median hourly wage for the region (\$17.12).

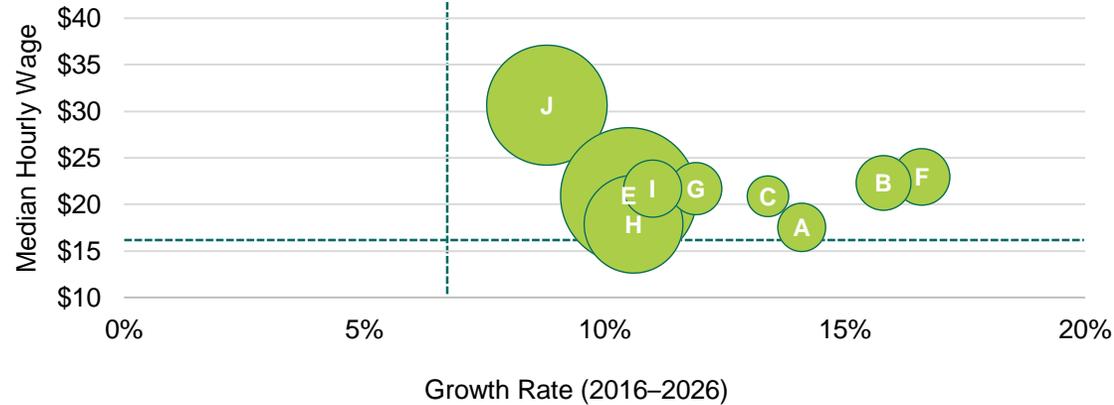
A	Bus and Truck Mechanics and Diesel Engine Specialists	F	HVAC and Refrigeration Mechanics and Installers
B	Carpenters	G	Industrial Machinery Mechanics
C	Dental Hygienists	H	Machinists
D	Electrical Power-Line Installers and Repairers	I	Physical Therapist Assistants
E	Electricians	J	Plumbers, Pipefitters, and Steamfitters

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Several high-wage high-demand careers in West Michigan require an associate degree or long-term training.

- Persons can typically achieve occupations in this category with one to three years of education/training.
- Many of the occupations in this category have sizable growth or a need for a large amount of replacement workers.
- Each occupation in this category has a median wage greater than the regional median wage of \$17.12 for all occupations and earn as much as \$36.75 per hour. **(Figure 24)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING A POSTSECONDARY CERTIFICATE OR MODERATE-TERM TRAINING



Dotted lines mark the average projected growth rate (7 percent) and the median hourly wage for the region (\$17.12).

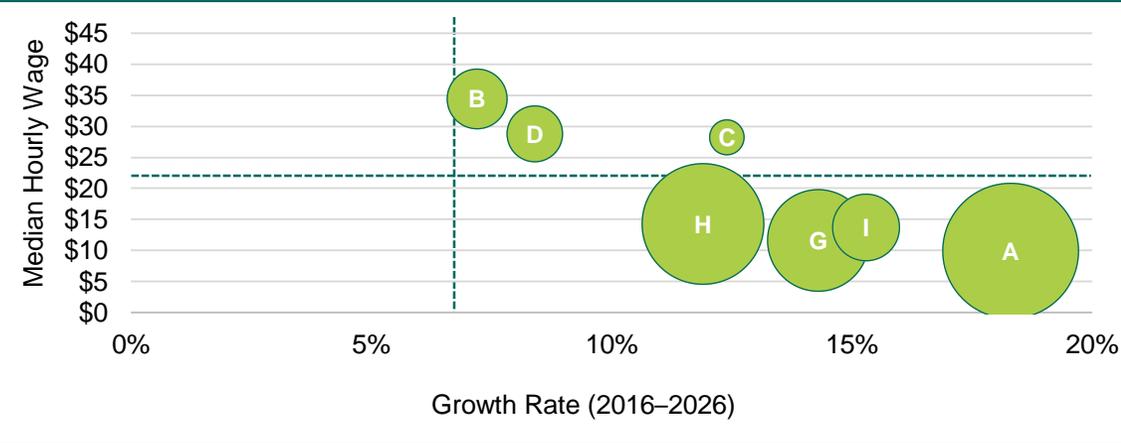
A	Billing and Posting Clerks	F	Insurance Sales Agents
B	Computer User Support Specialists	G	Licensed Practical and Licensed Vocational Nurses
C	Dental Assistants	H	Maintenance and Repair Workers, General
D	Food Batchmakers	I	Production, Planning, and Expediting Clerks
E	Heavy and Tractor-Trailer Truck Drivers	J	Sales Reps., Except Tech. and Scientific Products

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Careers requiring less than one year of education and training are among the region's high-demand, high-wage occupations.

- Workers can typically qualify for occupations in this category with less than one year of education or training although some may have multiple requirements.
- These occupations listed here each earn more than the regional median hourly wage for all occupations (\$17.12). They also are projected to grow more than the regional average projected growth rate. **(Figure 25)**

HIGH-DEMAND OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT AND SHORT-TERM TRAINING



Dotted lines mark the average projected growth rate (7 percent) and the median hourly wage for the region (\$17.12).

A	Combined Food Preparation and Serving Workers, Including Fast Food	F	Home Health Aides
B	Farmers, Ranchers, and Other Agricultural Managers	G	Janitors and Cleaners, Except Maids and Housekeeping Cleaners
C	First-Line Supervisors of Construction Trades and Extraction Workers	H	Laborers and Freight, Stock, and Material Movers, Hand
D	First-Line Supervisors of Production and Operating Workers	I	Landscaping and Groundskeeping Workers
E	Helpers--Production Workers	J	Personal Care Aides

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Jobs requiring a high school diploma or short-term training can be entered quickly and are in relatively high demand.

- Jobs in this category can often be entered with minimal education or training beyond a high school degree or equivalent.
- These occupations, while not necessarily high wage, are in high demand. Occupations in this category are great for a variety of different individuals. **(Figure 26)**